



The City of San Diego

CUSTOMER SERVICES DEPARTMENT

1200 THIRD AVE., SUITE 1300, SAN DIEGO 92101



Citywide Customer Satisfaction Survey Overview

Background

The Citywide Customer Satisfaction Survey (CwCSS) was developed as a tool to be used by the City organization to collect and assess customer satisfaction data. The CwCSS is administered for a 2-week period every 9 months. By implementing a standardized contact-based survey, specific and comparable data will be available for all points of face-to-face interactions with the public. The basic components of service delivery will be evaluated. Feedback will be provided to the Departments, and training will be available to assist staff in continuous improvement efforts.

Methodology

A list of public counters, each pre-designated by a unique office code (usually the City Mail Stop code) will be maintained by the Customer Services Department, and updated prior to each survey round. The Customer Service Liaison Network (CSLN) will serve as the department points of contact for updating this list. The master list of locations will include contact names and phone numbers for people at each location. The designated point person at each location will be responsible for the following tasks.

- Read the survey instructions
- Make copies of the survey
- Display copies of the survey
- Adhere to the survey timelines
- Compile completed surveys
- Return completed surveys by the due date

The Customer Services Department staff will begin each round of surveying by updating the CwCSS flow chart with applicable dates, and notifying the CSLN. The CS Department staff will perform the intake and tabulation functions associated with the CwCSS, and analyze the data for reporting purposes. A final report will be submitted for review, and presented to staff, as prescribed.